



Enhancing User Experience and Personalization in RunMate: A Comprehensive Review and Recommendations

Omar Khater

Date : 02 -03- 2024

Normal User Perspective:

General Comments

Great UI, like the interface green and black.

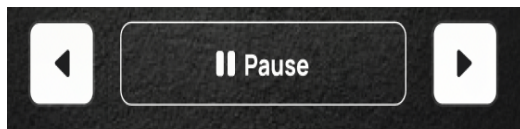
Desktop Version: Having a desktop version of runmate isn't useful, how would users be able to track their run using a desktop, excluding it from desktop version makes more sense, or creating a landing page referring to the mobile app could be more useful.

Views

Start Screen (Desktop): Very simple and straightforward, however very confusing to first time users. Maybe including a button "What is RunMate" which will then result in either a pop-up or landing page with brief description of the C25K concept and a rundown of the running program.

Start Screen (Mobile): Similar recommendation, adding the "What is RunMate" button. And removing the text on top of the select progress panel, could make the page even more minimalistic. Also maintaining the plain green/black theme instead of the image wallpaper.

Internal Screens (Desktop): Removing the "lock my screen" button as it is not useful in desktop.



The arrow buttons displayed on the left, to skip warmup or walk should have an action confirmation pop-up so the user does not lose progress.

Internal Screens (Mobile): Introducing a notification system to users, so they don't have to be on the app whilst they are running, notifications will provide alerts to how much time they have left/ if they finished that part of their workout. That way users can access different apps on their phone as they run (music apps, google maps, etc). Also having a button throughout the workout "QUIT" which leads the user back to the MyFitness page, this will help increase accessibility, adding a confirmation pop-up will also be necessary to prevent accidental exiting.

End Screen (Desktop): The progress card can have more relevant information. Unless introducing an Apple Watch app of FitLynk/RunMate; "calories burned" is not a useful metric to display. And "RunTime" and "Training Time" equate to the same thing. Keeping the "total runtime" on the left would be a good idea but potentially adding more information. We could display where the User should now stand within the C25K program. Example: *after completing training of Week 2*, user should be able to run 10km. Another important metric which has been neglected throughout the App is distance ran, which I will be discussing in *Suggestions*.

End Screen (Mobile): Same as Desktop (updating the progress card). In addition to that removing the wallpaper and replacing it with black to maintain simplicity.

Suggestions:

Distance: Distance is the most important metric when it comes to training running and it has been neglected throughout the app. There are two ways to potentially introduce it into the app:

- GPS (preferable): By enabling location, we can introduce tracking to measure the distance which the user has travelled within each section of the app (records distance in walk, distance in running, and distance in warmup)

- Manual input: Assuming the user knows the distances he is running, when the timer stops, he inputs it into a pop-up which will appear at the end of each section of the App. However this approach will be less objective to the user and will make the tracking lose validity.

Premium features (monetization):

- Advance: Users who pay will be able to skip weeks in training, this could be due to their initial running level, or to receive a special badge which appears on their profile at the completion of the program.
- Store data: Users who pay will have their data recorded so they can track it, they will also have the privilege of displaying this information in a post.
- Elite mode: After a user finishes the program, they can record their own personal runs which will be plotted in a graph, this will enable them to track progress and again if they wish, share it on their profile.